



Scality brand essentials: Do's & don'ts

Use this as final check. See the following guidelines for full requirements.



- Use current, approved Scality logos and assets.
- Maintain logo clear space and adequate contrast.
- Use approved product logos and combinations as provided.
- Use Poppins for Scality-branded materials.
- Follow the approved Scality color palette and hierarchy.
- Keep Scality and partner logos intact and distinct.
- Start with approved templates when available.



- Alter, redraw, recolor, crop, stretch or add effects to Scality logos.
- Recreate or approximate Scality logos or brand assets.
- Create or modify Scality/product logo combinations.
- Merge Scality and partner logos into a new mark.
- Introduce unapproved fonts or colors.
- Crowd logos with copy, graphics or other logos.
- Use Scality assets found online or pulled from older materials.
- Invent a new treatment when the guidelines don't cover your need.

Logo Use

Scality and Product Logo Suite



LINEAR ON WHITE



STACKED ON WHITE



LINEAR ON DARK



STACKED ON DARK

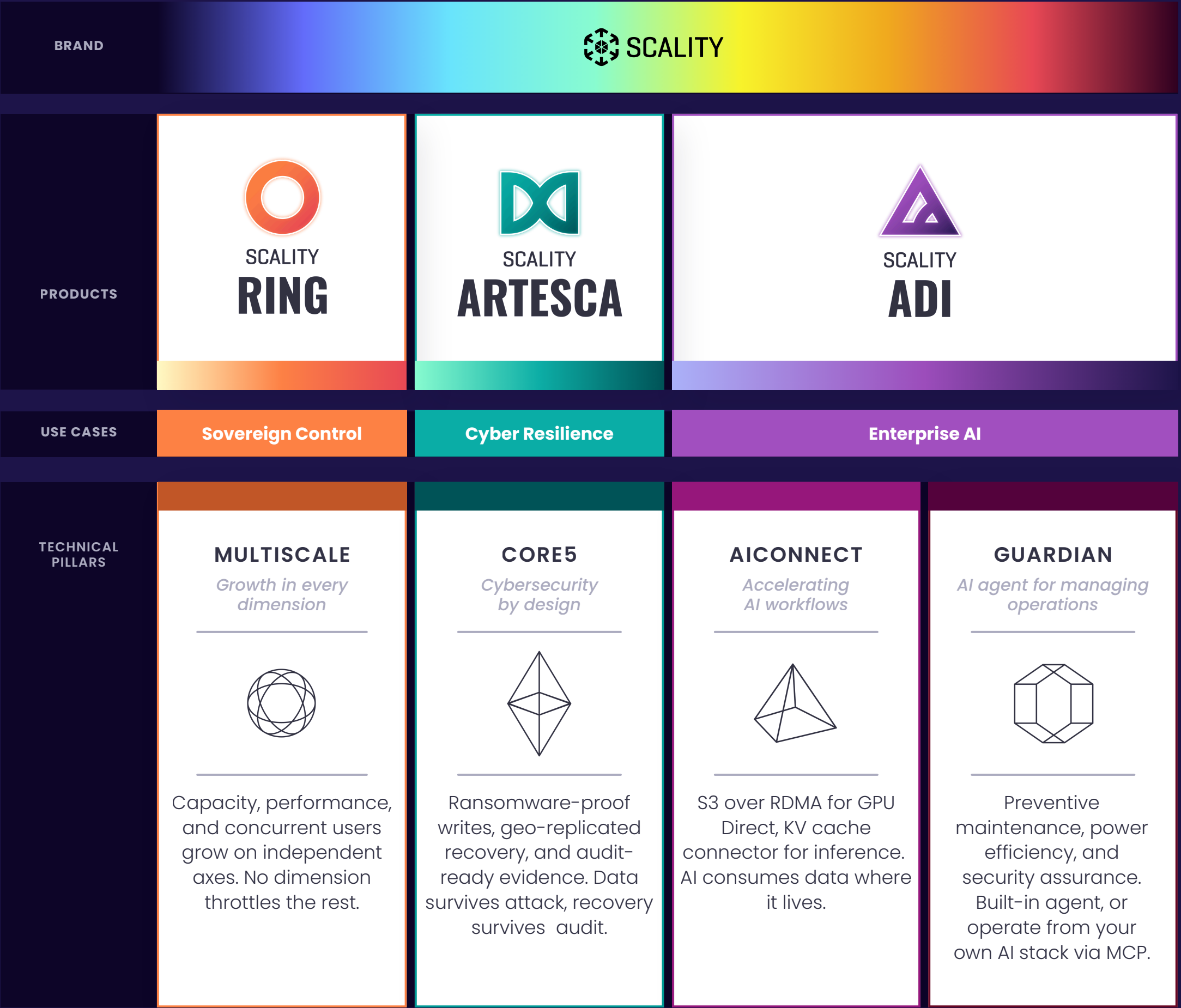


LINEAR CLEAR SPACE



STACKED CLEAR SPACE











Co-branding

Scality and Partner logos



Co-branding guidance

Keep the brands distinct.

When Scality appears alongside a partner, each brand should retain its own identity. Do not combine, alter, or visually merge logos to create a new mark.

Logo relationship

Scality-led materials

When Scality owns the asset or activation, the Scality logo should have primary placement. Partner logos should be clearly visible but secondary.

Joint materials

When Scality and a partner are presented as equal participants, give the logos comparable visual prominence. Maintain the required clear space around each logo and use a simple, neutral separation between them.

Partner-led materials

When Scality participates in a partner-owned event or asset, follow the partner's established layout while using the approved Scality logo without modification.



Color

Solids, Gradients, and Applications





PRIMARY PALETTE



SECONDARY PALETTE



TERTIARY PALETTE



FULL GRADIENT FOR LIGHT BEAMS



GLOW GRADIENT FOR BACKGROUNDS

Typography

Fonts, Uses, and Hierarchy

TYPEFACE

Aa

Poppins

HEADLINE

Bold, Tracking 0

SUBHEAD

Semibold, Tracking 0

EYEBROW

Regular, All Caps, Tracking 200

BODY COPY

Regular, Tracking 0

Bold for emphasis

BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()?**

SEMIBOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()?**

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()?

DOWNLOAD POPPINS →

DESCRIPTIVE EYEBROW

EYEBROW

Poppins
Regular, All Caps, Tracking 200

Headline in Poppins Bold

HEADLINE

Poppins
Bold, Tracking 0

SUB HEADING IN POPPINS SEMIBOLD

SUBHEAD

Poppins
Semibold, Tracking 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim.

BODY COPY

Poppins
Regular
Tracking 0
Bold for emphasis



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